



Who Moved the Cheese?

ENERGY STAR for Homes Training



Learn more at energystar.gov

FIRST SOME NUMBERS...



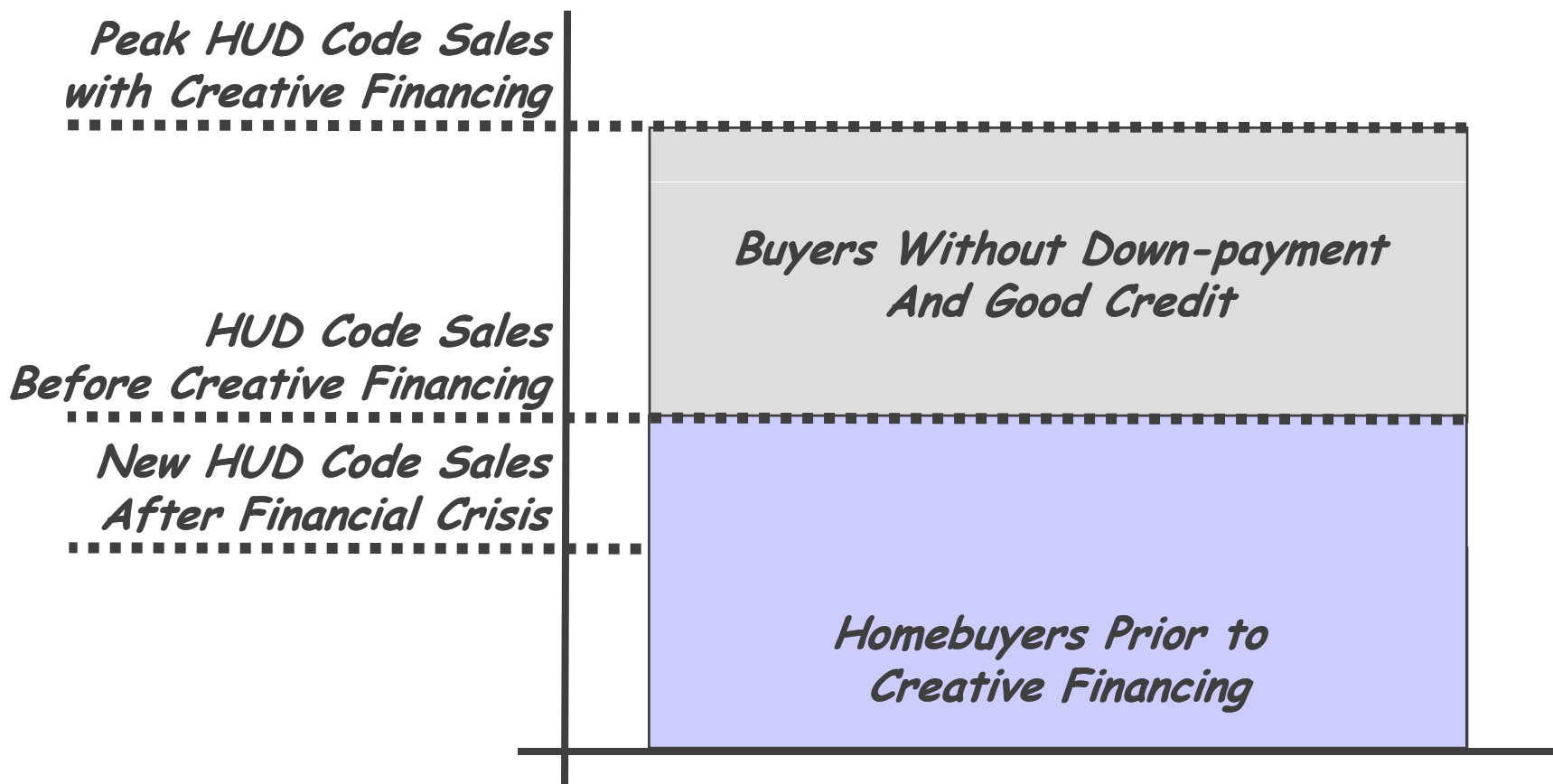
- **~11 million**
- **~1 million**
- **~12 million (1/5)**

WHERE ARE WE TODAY...



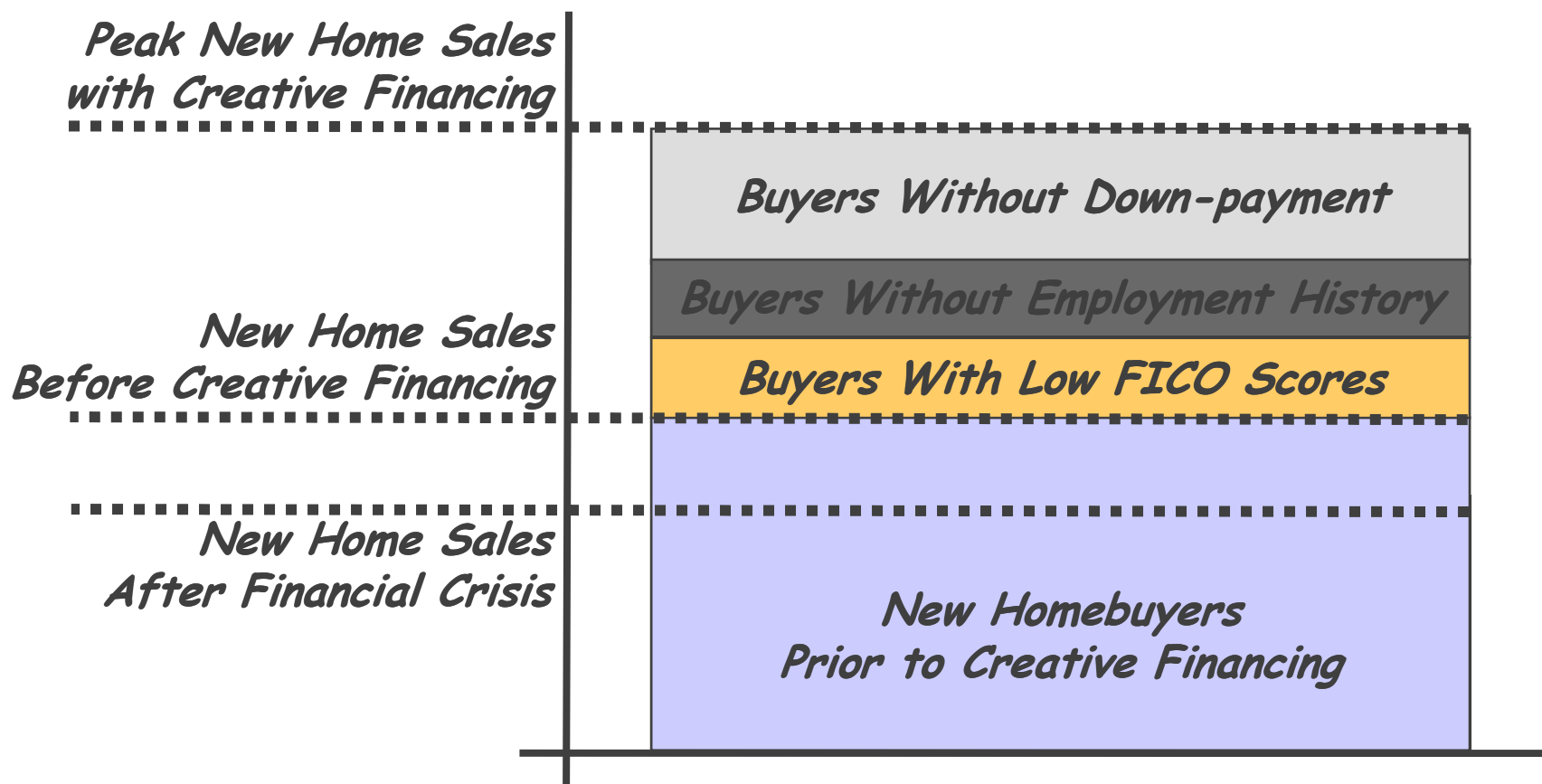
- *Unprecedented foreclosure rates*
- *Extremely tight credit*
- *Consumer search for bottom*
- *Energy cost increases forecasted*
- *Ripple effects throughout economy*

HISTORY LESSON





HISTORY REPEATS ITSELF ...



WHAT NEW HOME BUILDERS NEED



*Compelling value proposition...
to avoid merely competing on price...
and making endless buyer concessions.*



Gasoline **Self Serve**

REGULAR UNLEADED	1.95	$\frac{9}{10}$
PLUS UNLEADED	2.05	$\frac{9}{10}$
SUPREME UNLEADED	2.15	$\frac{9}{10}$

24 Hours



Price jolt: Electricity bills going up, up, up



By [Paul Davidson](#), USA TODAY

Here's a shocker: Electricity bills are heading up. Way up.

Utilities across the USA are raising power prices up to 29%, mostly to pay for soaring fuel costs, but also to build new plants and refurbish an aging power grid.

Even more dramatic rate increases are ahead. The mounting electric bills will further squeeze households struggling with spiraling gasoline prices.

Here's a shocker: Electricity bills are heading up. Way up.

AND THE SURVEY SAYS...



One recent survey found...

85%+ *of Americans would
choose one home over another based on
energy efficiency.*

Shelton Group 2007

WHAT IS THIS?



WHAT IS THIS?



Low Cost Infrared Cameras:



[View Larger Image](#)

Your Price:
\$4,995.00

FLIR ThermaCAM BCAM SD Infrared Thermal Imaging Camera

[Print](#)

Get more of everything with the feature-rich ThermaCAM BCAM SD IR Thermal Imaging Camera from FLIR!

Item #: 148328
Manufacturer: FLIR Systems
Manufacturer Item #: BCAM SD

New Lower Price

☒ **In Stock** ☒ **Free Shipping** ☒ **Our Guarantee**

List Price: \$6,750.00
Discount: **-\$1,755.00**

Buy Now

[Write a Review](#)

Product Details

Accessories

Reviews (0)

Features & Applications:

The BCAM -SD® infrared camera offers a non-invasive means of monitoring and diagnosing the conditions of buildings by providing immediate high-resolution thermal imagery, revealing potential structural and moisture issues, energy efficiency and even rodent or pest discovery. Now available with Thermal Image Post Processing and Automatic Update Capabilities!

The new and improved SD model of the BCAM gives you more image storage, more image quality and more post-processing capabilities! **[See the comparison of the BCam and BCam SD infrared images](#)**

Features:

- Stores 1,000 Radiometric JPEG Images
- Razor-Sharp, Thermal Image Quality
- Long, 7 Hour Battery Life
- Ultra-Portable, Weighs just 4.0 lbs.

VIEW SAMPLE VIDEO

LOW
(dial-up)

HIGH
(dsl, cable)

If you have problems seeing the clips, download the latest version of Windows Media Player by clicking on the icon to the right.



FINANCING AVAILABLE

12 Month LOW Interest

\$0.50 per \$100 per month

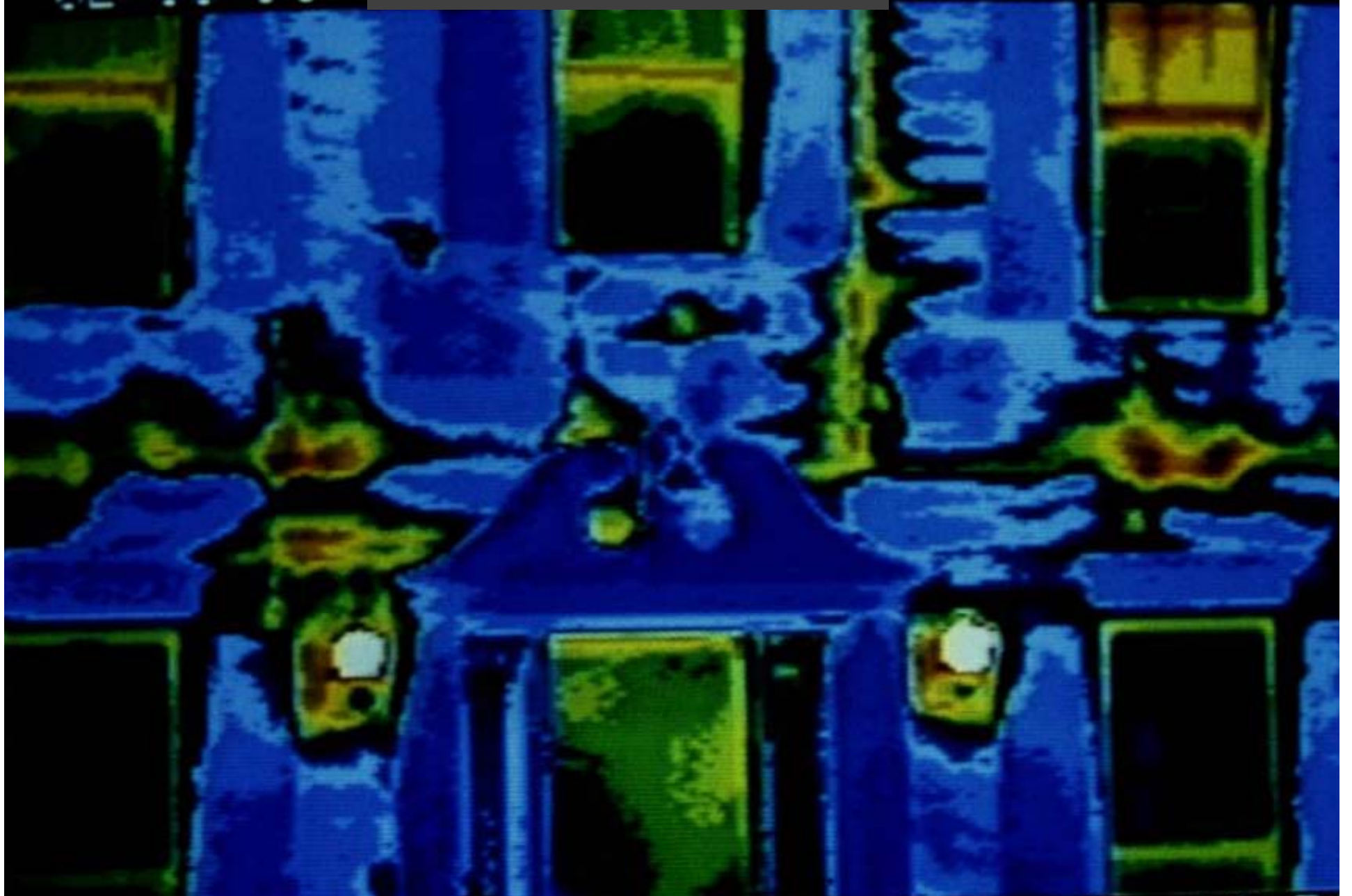
Defects Invisible



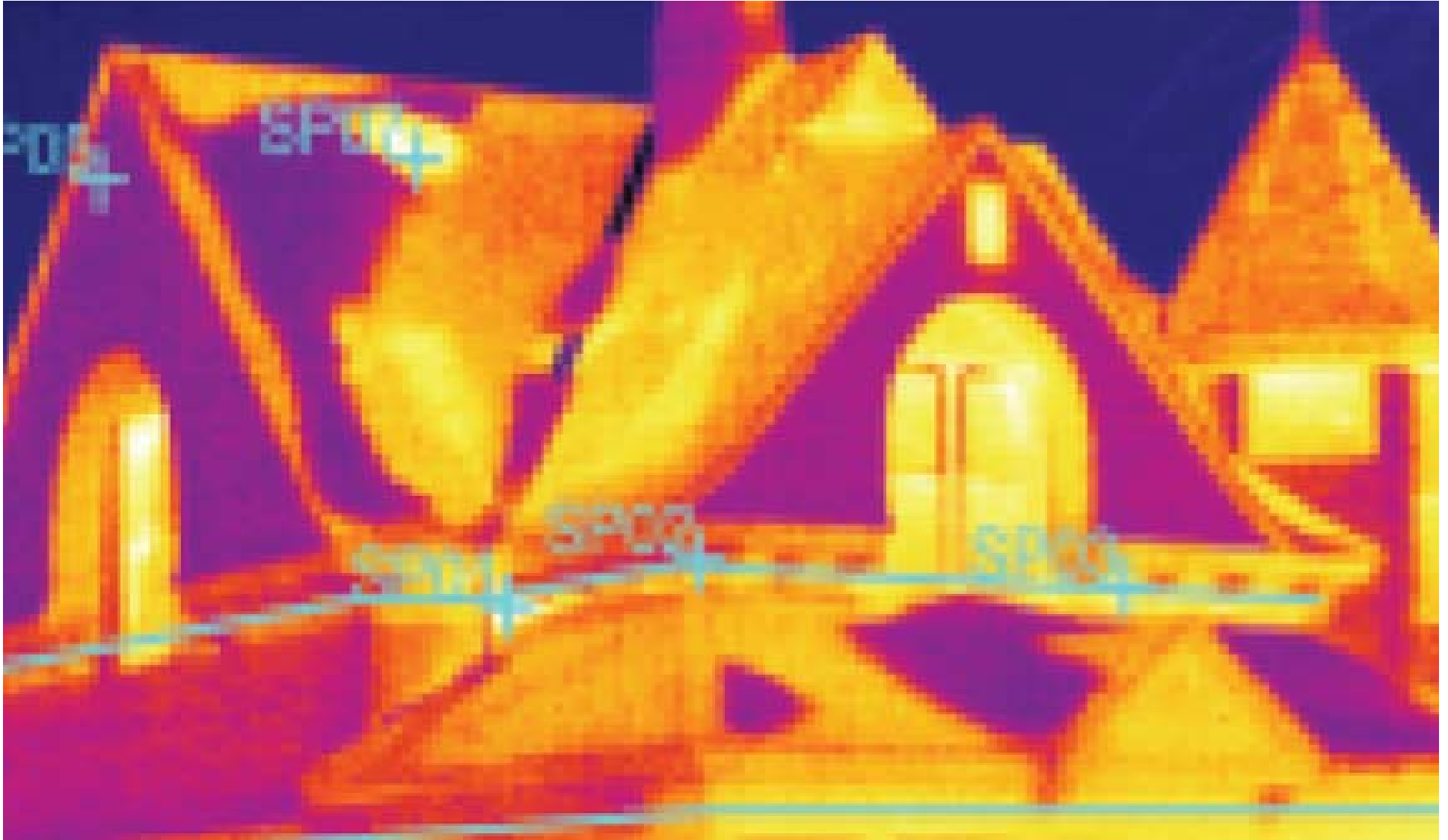
02/15/93

Defects Visible

00 BB 20:41:59



Used Homes = Obsolete Competition



New Homes = Obsolete Competition





A FEW QUESTIONS...

Which home has visibly better quality?
How much more will buyers pay?
How much would you pay?



SMARTER CONSUMERS



~80%

*of New Homes Buyers use the Web
before purchasing a new home*

Haringey Interactive Heat Loss Map

Return to Haringey.gov.uk

Developed by  Ltd.



High  Low
Heat Loss



Find an address

Street Name or Postcode



Heat Loss Survey Data provided by hotmapping.co.uk & [Horton Levi](#)

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RISK OF LITIGATION



“Construction defects

can dramatically change the comfort and quality of your home... We can help!...

Over \$430,000,000

awarded to our clients!!!”

<http://www.kasdansimonds.com/constructiondefects.asp>



RISK OF BECOMING IRRELEVANT



THELMA & LOUISE



= BETTER PERFORMANCE

Goal:

**Affordable
Comfortable
Healthy
Durable**

How:

**Control
Air Flow**

**Control
Thermal Flow**

**Control
Moisture Flow**

Driving
Forces

Fans

Conduction

Convection

Radiation

Vapor

Bulk

Loads/
QA/QC

Air Sealing

Air Sealing

Proper
Insulation

Air Sealing

Radiant
Barriers

Air Sealing

Water Man.
Roofs

Verification

Air Barriers

Tight Ducts

Min.Thermal
Bridging

Tight Ducts

Low-E
Windows

Tight Ducts

Water Man.
Walls

Efficient
HVAC

Air Barriers

Low-E
Windows

Low-E
Windows

Air/Vapor
Barriers

Water Man.
Foundation

Efficient
WH System

Pressure
Balancing

Air Barriers

Right-Sizing

Efficient
Lgtg./Appl.

Proper
Insulation

Ventilation

HVAC
Quality Inst.

Dehumid. in
Hot/Humid

Size Factor

What:



= LOWER COST

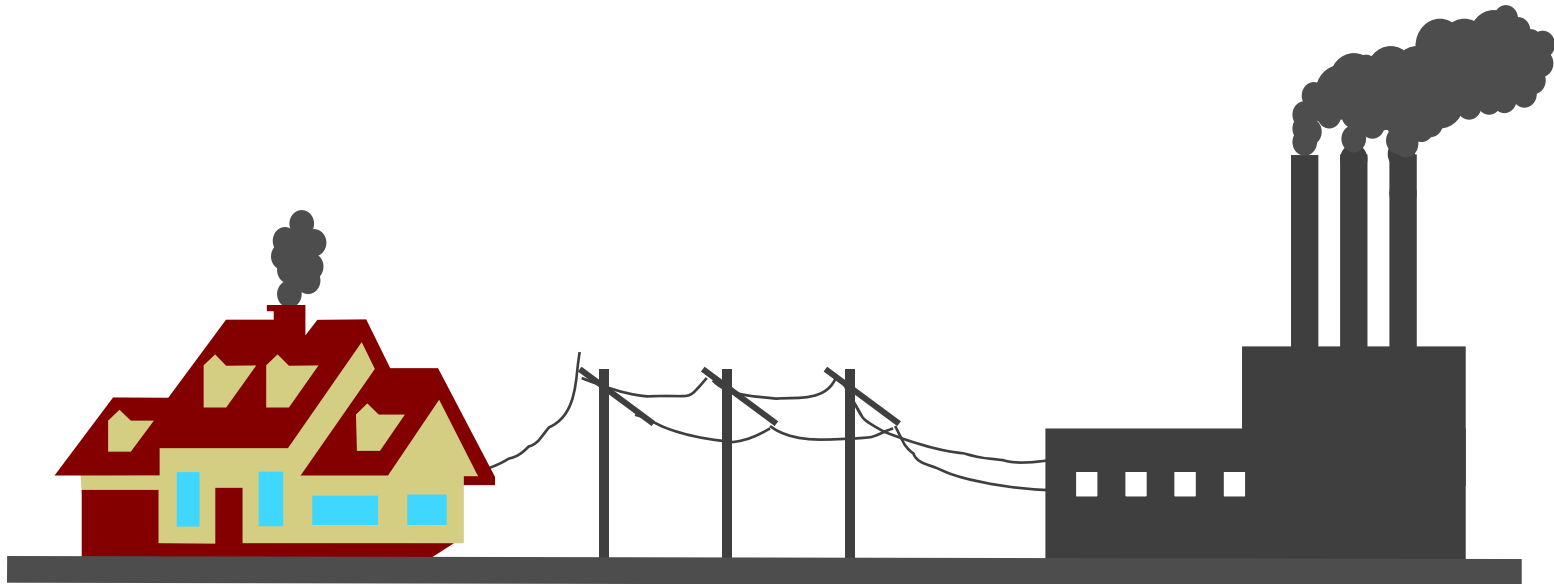
	<i>Monthly</i>	<i>Annual</i>
<i>Utility Savings</i>	<i>\$50</i>	<i>\$600</i>
<i>Added Mortgage</i>	<i>\$20</i>	<i>\$240</i>
<i>Cost Savings</i>	<i>\$30</i>	<i>\$360</i>

= \$1,000's *for typical ownership period*



= *BADGE OF HONOR*

Less Energy Used = $\begin{matrix} < & \text{Pollution} \\ > & \text{National Security} \end{matrix}$



ENERGY STAR VALUE PROPOSITION



Compared to minimum code home...

- ***Better Home**, that*
- ***Costs Less**, and*
- ***Feels Good***

Good idea not to keep this a secret!

WHY 1,000% GROWTH...



“An invasion of armies can be resisted, but not an idea whose time has come.”

Victor Hugo





LN CAR DEST LN
GR 6 Brnch AL BRD
YL 6 Hntingtn 10
GR 6 Brnch AL 12

M
metro

12

HOUSING TREND

Energy Eff. Prefence

Pride in Causes

Infrared Cameras

Smarter Buyers

Greater Risks

New Sales Skills

TRAIN



TIME

Now!

Now!

Now!

Now!

Now!

Now!

FINAL WORD...



“It’s not the strongest of the species that survive, nor the most intelligent, but those most adaptive to change.”

Charles Darwin

MORE INFORMATION



On the Web at:

<http://www.energystar.gov/homes>